

FOLDER DESIGN CHEAT SHEET

IMPORTANT FOLDER TIPS

Every Folder Should:

- ◆ Define who you are.
- ◆ Entice the audience to look inside.
- ◆ Direct the audience to contact information.

Selecting a Product

- ◆ Review stock, coating, and imprint method samples before you order.
- ◆ Choose a heavier stock (at least 100lb or 14pt) for durability.
- ◆ Achieve colorful backgrounds by printing ink on white stock or by allowing your stock color to act as your background.
- ◆ Imprint dark stocks with foil stamping, embossing, debossing, or metallic ink; printing other inks on dark stock can affect color reproduction.
- ◆ Note that die-cut edges will be the stock color, not the ink color.
- ◆ Apply a coating to protect your product and give it a one-of-a-kind feel.
- ◆ Prevent wear and tear with rounded corners, reinforced edges, or lamination.
- ◆ Select expandable or box pockets for carrying more than 30-40 sheets of copy paper; for up to 30-40 sheets, choose standard pockets.

Imprint Methods

- ◆ Use PMS (spot) colors to produce solid colors and their gradients, exact color matches, or designs containing 3 or fewer colors.
- ◆ Print four color process (CMYK) for designs containing 4 or more colors.
- ◆ Set black CMYK areas to 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black in your design software for a richer black color.
- ◆ Use 30% more Cyan than Magenta for truest color in blue CMYK areas.
- ◆ Note that metallic or fluorescent colors are not available in CMYK.
- ◆ Emboss or deboss long-fibered, textured stocks for a more pronounced effect; heavy or laminated stocks will have less depth.
- ◆ Select fonts more than 1.5pt thick for foil stamped text or more than 1pt thick for embossed or debossed text; avoid serif fonts or font sizes smaller than 12pt.

Layout

- ◆ Position pockets and slits so they do not obscure important information.
- ◆ Place important logos, text, or other elements on the right 2/3 of your design to increase their visibility.
- ◆ Leave at least 1/4" space around your logo.

Branding and Legal

- ◆ Match folder colors, design, and messaging to the company's identity.
- ◆ Comply with font and image copyright policies.
- ◆ Include contact information.

Test Printing and Proofing

- ◆ Print a reduced size copy of your design, cut it out, and fold it to check placement of elements.
- ◆ Review your complimentary .PDF proof for any inaccuracies.
- ◆ Request a color digital proof for additional assurance.

More tips at: www.companyfolders.com/ift

PRINT-READY CHECKLIST

File Setup

- Design in the "Your Art Here" layer of our template.
- Delete the "Instructions" layer prior to submitting artwork.
- Do **NOT** delete or move "Template" layer.
- Separate each spot coated, foil stamped, embossed, or debossed area into its own labeled, color-coded layer.
- Save file as: **.AI, .EPS, .PDF, .PSD, .INDD, or .TIF**.

Layout

- Avoid placing logos or text near or on die-cut slits.
- Keep important elements within 1/8" safe zone.
- Extend elements touching the cut line to the 1/8" bleed zone edge for PMS or four color process (CMYK) designs.

Photo Images

- Make raster images 300 DPI and at least equal to the size at which they will be printed to avoid pixelation.
- Embed images, or package them with the primary artwork file.
- Save images as .PSD, .TIF, or .JPG.

Writing

- Proofread all copy for grammar, spelling, and clarity.
- Convert fonts to outlines, or gather fonts using "Package" (Illustrator) or "Collect for Output" (InDesign). Send with art file.
- Include fonts if your final print file is in .PSD format.



Four Color Process

- Set design file and all images to CMYK mode.
- Convert all colors to CMYK mode.



PMS Printing

- Make sure all graphics are vector format.
- Verify all colors are PMS (spot) colors.



Foil Stamping

- Make sure all graphics are vector format.
- Make elements at least 1pt thick, spaced 1pt or more apart.
- Do not place elements on fold or cut lines.
- Separate each foil color onto its own labeled, color-coded layer.
- Apply a spot color at 100% to represent each foil color. (100% Magenta for first color, 100% Yellow for second, etc.)



Embossing and Debossing

- Make sure all graphics are vector format.
- Make elements at least 1.5pt thick, spaced 1.5pt or more apart.
- Do not place elements on fold or cut lines.
- Separate each emboss or deboss onto its own labeled, color-coded layer when combining imprint methods.
- Apply a spot color at 100% to represent each emboss or deboss. (100% Magenta for first area, 100% Yellow for second, etc.)

More checklist details at: www.companyfolders.com/prc



Company Folders, the standard bearer of online folder printing, delivers absolute quality infused with the design savvy of an advertising agency.
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